

## **Abstract**

The Bachelor's Thesis on the topic of *Multiple Brand Celebrity Endorsement: David Beckham Case Study* focuses primarily on the issue of multiple endorsement of a number of brands by one celebrity. To be able to put this topic into perspective does this thesis begin with a description of celebrity endorsement as itself, defines 'celebrity', and also introduces various approaches towards cooperation of a celebrity and a brand in general. Consequently, reasons for and risks of such cooperation are listed, effectivity of celebrity endorsement is studied, and theories of how to choose the right celebrity are presented. Finally, the term 'multiple brand celebrity endorsement' is defined and outcomes of various research conducted by 3rd parties, which is related to this phenomenon, is summarized.

The practical section of this thesis applies the concept of multiple brand celebrity endorsement on one of the best known football players of today, David Beckham, and on his brand cooperations. The personal and professional background, as well as the main attributes of David Beckham are described. Consequently, the reasons why cooperation with him is attractive for brands is depicted and, furthermore, such cooperations in a ten-year time-frame (2006-2016) will be analyzed. A part of this thesis is also a questionnaire survey, a primary focus of which is the perception of David Beckham as a personality in connection with his activities as a brand ambassador for brands such as are e.g. Adidas, Pepsi, H&M, or Armani.